

# Word Of Mouth

DR. STEVEN BURMAN'S DENTAL UPDATE

Produced to improve your oral health and awareness

Summer 2005

## fromthedentist

### Welcome!

#### Our new newsletter

Welcome to the very first issue of *Word Of Mouth*, a newsletter designed to keep you informed of new ideas and concepts in the field of dentistry. Our goal is to provide you with information on areas such as cosmetics, whitening, implants, and many other topics where dentistry has made terrific advances over the last few years. We also hope to bring you information that is particular to our office, of which you are the most important part.

This newsletter relies on your input to be successful, so please mention any topics that you would like to see included in a future issue. If you happen to receive two issues, please share one with a friend who you feel might benefit from the services and care that we provide.

*Yours in good dental health,*

*Dr. Steven Burman & Staff*



## State Of The Art!

### Cerec 3D™

We're very proud to offer you *Cerec 3D™*, the latest generation of *Cerec™*, the world's most advanced dental restoration system. With it we can manufacture lifelike porcelain crowns, veneers, inlays, and fillings right here in our office. Previously, these types of tooth reconstruction required at least two or three appointments. Now, entire procedures take place in only one office visit.

Cerec 3D uses Computer Aided Design/Computer Aided Manufacturing (CAD/CAM) technology that allows us to obtain a full 360° perspective of your mouth, take an accurate three-dimensional picture of the damaged tooth, then transfer it to a color computer screen. No more impression goop!

Our ability to design your restoration is optimized by the realistic 3D CAD program images. The CAM program accurately and precisely mills the restoration while we monitor the process. Our final step is to bond your finished restoration in place. All in one visit ... without temporaries!



The strong ceramic material is matched to your tooth color, translucent like natural enamel, and biocompatible. Because it is unaffected by heat and cold, you'll be able to enjoy hot and cold treats without sensitivity.

No goop ... no temporaries ... no metal ... no waiting. Cerec 3D is completely reliable. Worldwide over six million Cerec restorations have been placed: that's one every twenty seconds for nearly twenty years.

Cerec 3D could transform your smile! Please call for a consultation.

### Naturally...

White porcelain fillings look like tooth enamel. For many patients, this is their restoration choice.



*Thank you for all your referrals. We appreciate them!*



# Seven Reasons To Smile

Communicate ... express yourself ... enjoy!

Why do *you* smile? Is it because you're greeting someone ... trying to reassure ... sharing joy ... covering embarrassment, sadness, or anger ... putting a good face on things, so to speak?

We'll guess you answered *yes* to all of these! And you're probably surprised at just how often you do smile!

Today we not only communicate with our smiles, we express ourselves with them. Like our clothes, hair, job, and home, smiles convey who we are.

We seek recognition from others, and smiles are one of the ways we find it. A smile is so important that it's the only facial feature humans can identify across the distance of a football field. Smiles make us feel good in another way... They release endorphins to give us a natural high.

That's a lot of good reasons why we want *you* smiling. And it's our pleasure to have just the smile solutions that will give you the feel-good recognition that a warm smile can provide.

<b>1</b> <b>Whitening</b> Lightens the color of teeth that have darkened due to age, smoking, coffee, tea, medication, or endodontic treatment.	<b>2</b> <b>Crowns</b> Cover broken, cracked, poorly shaped, severely discolored teeth to restore natural appearance and color.	<b>3</b> <b>Veneers</b> Cover front of tooth to mask discoloration and improve tooth shape through esthetically pleasing contours.	<b>4</b> <b>Bridges</b> Replace one or more natural teeth by supporting a false tooth attached to one or two crowns.	<b>5</b> <b>Braces</b> Correct crooked or crowded teeth, overbites, underbites, incorrect jaw position.	<b>6</b> <b>Composite/Inlays/Onlays</b> Restore and strengthen decayed areas while looking extremely similar to original tooth color.	<b>7</b> <b>Bonding</b> Masks discolored teeth, and can camouflage other flaws while straightening slightly crooked teeth.
---	---	--	--	---	---	--

## Save Energy... Smile

Does it take fewer muscles to smile than to frown? Well, it depends on who you ask. There are 53 facial muscles, and deciding which are involved in frowning or smiling is a bit subjective. By some counts, it takes a mere 11 to smile and an enormous 12 to frown.

Don't feel like smiling? Studies show that even faking a smile can make you feel better ... and it only takes an energy-saving two muscles!

## Tips for Lips! **Frame that smile!**

Poets have waxed lyrical about lips. So have anthropologists and zoologists. But *really*, who sees more lips than your dental team? Here are some of our favorite lip tips.

**Moisten.** Drink plenty of fluids and condition lips with balm.

**Stop.** Do not lick or chew your lips. The skin is very thin and is easily damaged.

**Exfoliate.** To smooth away roughness, take a clean, dry, soft or ultra-soft

toothbrush, then gently brush your lips for several seconds to keep the skin smooth.

**Switch.** Matte lipstick shades have less moisturizer than shiny, so alternate them periodically.

**Prevent.** Age lines around your mouth - and skin cancer - can be prevented by quitting smoking and wearing sunscreen. If you have some premature lines, cosmetic dentistry may even plump wrinkles out!

# Sarcopenia

## You can prevent it

Osteoporosis and the bone loss that precedes it directly affect the health of your jawbone and teeth. The inactivity that contributes to osteoporosis can also lead to *sarcopenia*, a loss of skeletal muscle mass that can result in muscle atrophy.

Both genders are affected, but women are at greater risk than men for both diseases because they start out with less muscle and bone mass. Sarcopenia sufferers have fewer reserves to fight illness when the body withdraws muscle protein to aid in healing and fighting infection.

One in three people over age sixty fails to eat the required amount of protein, a dietary risk linked to poor dentition.



Your overall health affects your oral health. That's why we encourage weight-bearing exercise and a healthy diet throughout your life.

# How Radiant?

## Rely on us

No matter how dazzlingly white you want your smile to be, you can rely on us for completely natural results. The flat, matte, chiclety-looking restorations and whitening effects of the past really *are* a thing of the past.

If you look closely, you can see that there is a slight color gradation in natural tooth enamel. Enamel appears dense from the gumline to the middle, and thinner and more translucent at the tips or biting edge. The enamel at the front of your mouth differs from the back.

Using clinical microscopes that show color, texture, and micro surface anatomy, scientists have developed whitening systems and restorative materials that can virtually replicate the real thing.

Translucent restorations like veneers, crowns, bonding, and dentist-supervised predictable whitening procedures, ensure a totally natural look.

# Glitz or glamor?

## Make a statement with porcelain veneers

Glitz is glitter. Glamor is gold. Glitz is a rock diva. Glamor is an unattainable film icon. Wherever you fit on the glitz-glamor continuum, there is no better way to express your personal style than with a gigawatt smile. And whatever your trademark, exquisite porcelain veneers are all

about *you*. These *before & after* photos prove that a picture is worth a thousand words. Please call for *your* consultation!

### Veneers: What's So Special

- Hand-sculpted just for you.
- Long-lasting.
- Whitening adds youthfulness.
- Dramatically recontour your smile.
- Translucence and natural color create depth and high realism.
- Applying veneers doesn't involve moving your teeth.
- Won't stain/wear like natural teeth.
- Resists disease-causing bacteria.



Improve  
teeth size & gumline



Transform  
discolored & crowded teeth



Correct  
spaces between teeth



# BriteSmile™

## Taking whitening to a whole new level!

We take pride in delivering to our patients the best, most caring, and up-to-date dental health care available.

Scientific studies have proven that the brighter your teeth, the younger and healthier you look. So we're truly delighted to offer this new tooth whitening procedure that is the quickest, safest, and easiest method yet invented. This innovative, in-office procedure allows us to whiten your teeth up to fifteen shades in a little over one hour. *The BriteSmile™*

technology was developed under the supervision of a former NASA scientist and pioneer in the development of the excimer laser used in laser vision correction.

BriteSmile's own rocket scientists then produced a gas plasma light source which, when combined with a new wavelength-specific whitening chemistry returns teeth to their optimal natural whiteness - offering our patients amazing results in just over sixty minutes!



studies have proven that the BriteSmile procedure does not cause structural changes in enamel, is safe to enamel, and is not caustic or corrosive.

Please call us soon to learn more about BriteSmile. We'd be pleased to introduce it to you ... just in time to brighten your summer smile!

### Stat:

80% of people believe that an attractive smile makes a person more appealing!

Courtesy of Ivoclar North America Inc.



In addition, the BriteSmile system uses a special gel containing only 15% hydrogen peroxide, as compared to traditional whitening methods that contained up to 30% peroxide, which often resulted in a great deal of sensitivity. Independent scientific

## office information

### Dr. Steven A. Burman

215 Gordons Corner Road, Suite 2E  
Manalapan, NJ 07726-3352

### Office Hours

Monday 9:00 am - 6:00 pm  
Tuesday 7:30 am - 3:30 pm  
Wednesday 9:00 am - 8:00 pm  
Thursday 10:00 am - 8:00 pm  
Friday *By Appointment*  
Saturday 8:00 am - 1:00 pm \*  
\* every other Saturday

### Contact Information

Office (732) 792-9950  
Fax (732) 792-9952  
Email burmanlaserxpert@aol.com  
Web site www.stevenburman.com

*Communication is important to us - don't be afraid to ask questions!*



\* Health Care credit line  
\* Se habla español



## Referrals Do Us Proud

### ...Every time!

We take great pride in a team that always offers friendly, family-style dentistry. We always try to build on the excellent rapport we develop with you. We are committed to continuing education courses to learn the latest techniques ... but we know that spending time with you is the best way to ensure that you are receiving the meticulous care you deserve.

After all, we are *your* dental office and *your* dentist! And you should feel free to share us with your family and friends. We take your referrals as a great compliment and an affirmation that you feel secure and comfortable with our team. We also know this means you've entrusted us with the care of family, friends, and colleagues.

Thank you for your trust!

## Don't Let Your Plan Dictate Your Care

We are committed to providing you and your family with the best dental care, including long-term preventive care. You are a partner with us in your oral health, and treatment and care decisions should be made together with us, based on your actual needs.

A great benefit to many of our patients are employer-assisted dental health plans which help offset the cost of oral health care. But it is important to remember that a dental plan is a way of *helping you cover the cost of dental care. It is not a treatment plan.* Some plans provide for the least expensive treatment, regardless of the most effective and necessary treatment required. Please don't allow your dental plan to dictate and compromise the care you receive.

